

Nutrition Facts

Read the Label

Youth Outreach Campaign

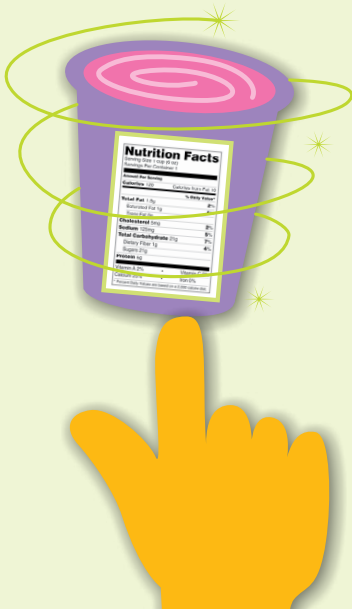
About The Campaign

In response to the increasing problem of childhood obesity, the U.S. Food and Drug Administration (FDA) created **Spot the Block** (now **Read the Label**) — a campaign to encourage tweens, kids ages 9 – 13, to **look** for the Nutrition Facts Label on food packages and **read** and **think** about food facts **before** making food choices.

Read the Label also targets tweens' parents because they serve as influential role models and are in a key position to reinforce campaign messages. Find a wide assortment of tips and tools for families in the Read the Label Youth Outreach Campaign section at www.fda.gov/nutritioneducation.

Spot the Block is now the **Read the Label Youth Outreach Campaign!**

Launched in 2007, the **Spot the Block Tween Campaign** from the U.S. Food and Drug Administration has evolved into a nationwide grassroots initiative. Through this hands-on program, kids, families and community outreach leaders unite with the goal of using the **Nutrition Fact Label** as their everyday tool for making smart and healthful food choices.



Understanding the Nutrition Facts Label

The **Read the Label Youth Outreach Campaign** motivates tweens to use the Nutrition Facts Label when comparing foods, and offers simple, actionable tips to make informed food choices that contribute to lifelong healthy eating habits. It encourages tweens to do the following when reviewing the Nutrition Facts Label.

1

Check out the serving size.

- Remember that one package may contain more than one serving!
- Check out the total number of calories and nutrients per serving.
- Think about the total number of servings you eat.

3

Choose nutrients wisely.

- Pick foods that are lower in certain fats, cholesterol and sodium when making daily food choices. **5% Daily Value (DV) is low. 20% Daily Value (DV) is high.**
- Nutrients to get less of (sodium, saturated fat, cholesterol and sugars)
- Nutrients to get more of (potassium, fiber, vitamins A & C, iron and calcium)

2

Consider the calories.

- When looking at a food's calories, remember: 40 is low, 400 is high.
- Keep track of the calories you eat throughout the day.
- The food label is based on a 2,000 calorie diet — but your calorie needs might be different.
- To find out what your "target" calories per day are and to get a customized Daily Food Plan, visit www.choosemyplate.gov.

To Learn More

The **Read the Label Youth Outreach Campaign** includes fun, easy tips and targeted education to help make label reading a key component through which today's young people are equipped to achieve Healthy Childhood Weight.

- Visit www.fda.gov/nutritioneducation for online assets and additional information.
- Log on to USDA's nutrition website at www.choosemyplate.gov to learn about target calories, Daily Food Plans, food groups and more.



www.fda.gov/nutritioneducation